Product Selection Process: How to Achieve the Department of Defense Menu Standards

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Agenda

- Menu Goals
- Recipes/Products
- Ingredients/Products
- Presentations

Menu Standards (Set the Stage): Review

- Practical food and menu guidelines to assist dining facility managers in developing menus that meet recommended nutrient intakes as prescribed by current nutrient standards
  - DoD Menu Standards
  - AR 30-22
  - DA PAM 30-22

- At least one main entrée prepared and served without added fats
- No more than one fried vegetable per day [illegible]ine

Menu Planning Goals & Considerations

- Deliver the necessary calories and essential nutrients in an appealing array of food choices
- Target audience is the military diner, with global dispersion
- Options are constrained by Resources: funds, labor time and

- Sensory Balance as well as Nutritionally Sound
- Wholesome, safe, sanitary
- Product familiarity and yet variety across time: maintain confidence and interest

Delivery of Menu Goals

- **Fresh is Best – more vitamins, minerals & crunch; less preservatives and sodium; nutrient bang for the subsistence (groceries) buck ($$)**

- **Labor skills are costly; balance of fresh attributes with consistency, food cost**

- **Nutrient targets are distributed across the day; eat 3 meals for the Total**

Delivery of Choices

- **Beyond the food itself – choice architecture: sequence of choices influences selections**
- **What does Right look Like – Diner and Staff all need to know products & portions**
- **Distribution of meals across time – sports nutrition lessons**
- **Diner guidance – labeling: quick visuals &Understanding**

- **Meat - starch - veggie or Veggie – Meat – Starch**

- **Dairy or Soda ? Refill?**

RECIPES

- **TM 10-412 Armed Forces Recipe Service – “The Cook Book”**
- **Options and Variations**
- **Local permitted**
- **Key Nutrients tracked**
- **via Web & AFMIS**

Presenting PRODUCTS

- End item or ingredient?
- Ingredient & Nutrition labels
- Possible applications
- Fit with Standards?
- Cost, availability, reliability, utility
- Berry Amendment Compliant?

Presenting PRODUCTS

- Who is your target?
- Exploratory or Final product?
- Commercial distribution/viability
- Production capability
- Marketing staff capability
- Local/regional/national presence
- Installation by Installation process / Op Rats

Pause to Consider

- **Registered, vet approved sources**
- **Packaging as well as contents**
- **International shipments**
- **Portion sizes for everyday meals**

- Cultural boundaries
- Pork/alcohol avoiders
- High Risk population – consequences of food borne illness
- Clear graphics, prep instructions

Menu Boards

- Often used by Installations for evaluations
- Slotting thru the Prime Vendor
- Competition surrounds you

- Initial impressions – best foot forward
- Model “fit” in the plate
- Address the Decision makers’ needs
- Straphangers may have smart questions/ perspectives

ORDERS

- Item must have a stock number / NAPA
- Must be in the DLA catalog
- Must be in the SPV catalog
- Must be in the Install Master Item File
- Competition
- Time & Memory

FUTURE

- Force structure, locations & numbers change
- Knowledge changes
- Tastes / Requirements Change
- Competition seeking inroads
- Stay in tune
- Stay in Touch

Questions ???

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